

Souq.com brings the first ever Cyber Week to the Arab World

For the first time in the region, Souq.com, leading e-commerce portal and online megastore, announces the launch of Cyber Week, a full week of enticing discounts and promotions to encourage consumers in the Arab world to shop online, taking place from November 25 to December 2.

Souq.com's Cyber Week will, for the first time, be taking place simultaneously across the UAE, Saudi Arabia, Egypt and Kuwait. In the UAE, the online shopping destination will feature more than 1,000 special offers, with new deals added daily for mobiles, tablets, laptops, TVs, watches, perfumes, toys and much more. Best sellers and the latest devices such as the iPhone 5s, Nexus 5, PS4, Note 3 and the iPad Air will also be on special offer.

Last year, consumers fell in love with Cyber Monday, when Souq.com hit record levels of traffic at half a million visits in a single day, and the average order size per customer increased by an astounding 35 percent.

Ronaldo Mouchawar, Souq.com CEO, said: "Due to the renowned success of Cyber Monday last year, we're proud to be extending the offers to a full week for Cyber Week, so consumers can take full advantage of the discounts available."

"Customers in the region are becoming increasingly web-savvy and we want to encourage them to avail the services and benefits of a local e-commerce platform, which offers value-added services over and above international sites, such as quick delivery times, secure payment methods including cash on delivery, as well as free returns, where applicable," Mouchawar concluded.

Last year, mobile purchases on Souq.com hit a record high of 17% of total purchases during Cyber Monday, and this year, the company is already witnessing a third of purchases from mobiles or tablets.

In Q3, 2013, Souq.com had more than double the footfall of the largest mall in the region, at 54 million visits.

ABOUT SOUQ.COM

Souq.com is the leading ecommerce marketplace offering a convenient and safe online shopping experience to customers across the Middle East and North Africa. Every month, Souq.com attracts more than 30 million visits and 10 million unique visitors to browse its catalogue of more than 500,000 unique products in 20 different

categories, including consumer electronics, household goods, watches, perfumes, toys, and baby products. Established in 2005, Souq.com today operates both as an award-winning retail site and an online marketplace that allows SMEs, merchants, brands and distributors to use the site as a primary channel to offer their products online. With more than 2000 employees, Souq.com has offices and warehouses in UAE, Egypt, Kingdom of Saudi Arabia, Kuwait and technology centers in Jordan and India. For more information, visit www.Souq.com



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